

Dienger, Whitney

08541 Chabot

From: Jacobs, Sarah
Sent: Thursday, November 01, 2012 2:34 PM
To: Dienger, Whitney
Subject: FW: Chabot Mkgd WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Thursday, November 01, 2012 2:33 PM
To: Jacobs, Sarah
Subject: RE: Chabot Mkgd WKRC

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Thursday, November 01, 2012 2:32 PM
To: Whitney Eversole
Subject: Chabot Mkgd WKRC

N/A 1x Sunday 9-930am at \$450 on 11/4.
Mkgd 1x Mon 11/5 8-9am at \$450 P2

✓ ✓ ✓ ✓

Please confirm.
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

11/1/2012

ORDER



Orders
Order / Rev: 68541
Alt Order #:
Product Desc: 3096 oh cd1
Estimate: 3096
Flight Dates: 10/28/12 - 11/06/12
Original Date / Rev: 10/26/12 / 11/01/12
Order Type: GENERAL

Local 12 WKRC-TV

LSM LSM
 CVG
 Local

Primary AE:

Sales Office:

Sales Region:

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash

Billing Calendar:

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser
Name: Chabot for Congress
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$2,300.00	\$1,955.00
10/29/12	11/06/12	50	\$28,925.00	\$24,586.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$2,300.00	\$1,955.00	0.00
November 2012	50	\$28,925.00	\$24,586.25	0.00
Totals	54	\$31,225.00	\$26,541.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$31,225.00
Market	100%	\$78,062.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$46,837.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/29/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	7	\$1,750.00
5a Good Morn Cincinnati Week: 10/29/12 11/04/12 11111-- Week: 11/05/12 11/11/12 11-----															
N 2	WKRC	10/29/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	7	\$2,275.00
6a Good Morn Cincinnati Week: 10/29/12 11/04/12 11111-- Week: 11/05/12 11/11/12 11-----															
N 3	WKRC	10/29/12	11/06/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	7	\$2,275.00

Advertiser: Chabot for Congress

Product Desc:

Local 12 WKRC-TV

10/28/12 - 11/06/12

3096

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	11111--	5	\$325.00	0.00								
Week:		11/05/12	11/11/12	11-----	2	\$325.00	0.00								
N 4	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SatCM	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-----1-	1	\$150.00	0.00								
N 5	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SatCM	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-----1-	1	\$150.00	0.00								
N 6	WKRC	11/03/12	11/03/12	CBS This Morning Saturday	CM	8a-10a	-----1-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-----1-	1	\$225.00	0.00								
N 7	WKRC	10/28/12	11/04/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$450.00	0.00								
Week:		10/29/12	11/04/12	-----1	1	\$450.00	0.00								
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
2		NRKC	10/29/12-11/04/12	CBS Sun Morning	9:30 AM-10:00 AM	-----Su	:30	(\$450.00)	0.00	NM					
See MG 8.3															
[No Avail]															
3 NRKC 11/05/12-11/05/12 CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$450.00	0.00								
Week:		10/29/12	11/04/12	-----1	1	\$450.00	0.00								
MG for 8.2 11/04 ✓															
[Approved by Buyer]															
N 9	WKRC	10/28/12	11/04/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$450.00	0.00								
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1		NRKC	10/22/12-10/28/12	CBS Sun Morning	10:00 AM-10:30 AM	-----Su	:30	(\$450.00)	0.00	NM					
See MG 10.3, 10.4															
[No Avail]															
Week:	10/29/12	11/04/12	-----1	1	\$450.00	0.00									
N 10	WKRC	10/28/12	11/04/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$350.00	P-3	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$350.00	0.00								
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1		NRKC	10/22/12-10/28/12	Face the Nation	1030a-11a	-----Su	:30	(\$350.00)	0.00	NM					
See MG 10.3, 10.4															
[No Avail]															
Week:	10/29/12	11/04/12	-----1	1	\$350.00	0.00									
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
2		NRKC	10/29/12-11/04/12	Face the Nation	1030a-11a	-----Su	:30	(\$350.00)	0.00	NM					
See MG 10.3, 10.4															
[No Avail]															
3	NRKC	10/31/12-11/02/12	CBS This Morning	7:00 AM-8:00 AM	7:00 AM-8:00 AM	-----Su	:30	\$800.00	0.00	NM					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$800.00	0.00								
Week:		10/29/12	11/04/12	-----1	1	\$800.00	0.00								
MG for 10.1, 9.1, 10.2															
[Approved by Buyer]															
4	NRKC	10/31/12-11/02/12	M-F 10a-11a	10a-11a	10a-11a	-----Su	:30	\$350.00	0.00	NM					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$350.00	0.00								
Week:		10/29/12	11/04/12	-----1	1	\$350.00	0.00								
MG for 10.1, 9.1, 10.2															
[Approved by Buyer]															

